

## **Political Programming**

### **Cluster**

These stations carry advertisements for state and local candidates for public office. They do not limit the races for which it carries advertisements or the number of spots or times during which the ads run. They also accept all paid issue advertising.

## **News and Special Emergency Programming**

### **WIII**

WIII has interrupted regular programming to carry extended news coverage in the past two years to air coverage of the major blackout in the Northeast.

### **WKRT**

WKRT has interrupted regular programming to carry extended news coverage in the past two years to air Presidential specials, Iraq war coverage, and the funeral of President Ronald Reagan.

## **LOCALISM IN KNOXVILLE, TN**

### **News Programming**

#### **Cluster**

The local newscasts and stories are written, produced and anchored by a staff of 3 full-time employees and 2 part-time employees; all employees share reporting and anchoring duties. The stations utilize Fox News Radio, the Associated Press, the local newspaper and the Internet as resources for their newscasts.

Traffic information is provided every 10 minutes Monday – Friday, 6 am – 8:30 am and every 15 minutes Monday – Friday, 3 pm – 6 pm. Weather forecasts are provided at least once per hour, 24 hours a day, and 7 days a week.

#### **WNOX**

WNOX provides local, 2:00 – 4:00 minute newscasts, twice per hour, Monday – Friday, 6 am to 7 pm; 2:00 – 4:00 minute newscasts, once per hour, Saturday mornings, 6 am – 8 am. In addition, WNOX utilizes Fox News Radio to broadcast world and national news, 24 hours a day, 7 days a week. Breaking news information is provided immediately when needed.

#### **WIVK**

WIVK provides local, 2:00 – 4:00 minute newscasts, twice per hour, Monday – Friday, 6 am – 8 am and once per hour at 11:55 am, 3:55 & 4:55 pm. In addition, WIVK utilizes ABC Radio News at 6:30 and 7:30 am, Monday – Friday, in conjunction with the local cast. Paul Harvey News is broadcast Monday – Saturday at 8:30 am and 12:30 pm. Breaking news information is provided immediately when needed.

#### **WOKI**

WOKI provides local, 2 – 4 minute newscasts, twice per hour, Monday – Friday, 6am – 8 am. Local breaking news information is provided immediately when needed, and nationally from CNN Radio.

### **Community Programming**

#### **Cluster**

Citadel Knoxville locally produces most of the PSAs that their stations play. They are currently running a PSA campaign for the United Way Of Greater Knoxville on all stations. The number varies between 0 and 30 depending on need.

### **WNOX**

The “Hallerin Hilton Hill Show” airs Monday – Friday 6 – 10 am, and Citadel Knoxville produces the show which focuses on issues of local and national importance, including politics, popular culture, and lifestyle features. “Community Concerns” airs on Saturdays, 5:30 – 6 am. This locally produced show focuses on issues of local importance, including interviews with area community leaders. “State Your Case” airs Saturdays, 6 – 8 am and Sundays 12 - 2 pm. This show focuses on local, statewide and national political issues. “Sound Off” airs Sundays, 8 – 9:30 am, and focuses on local and national issues of interest, particularly topics relating to the greater region of East Tennessee.

### **WIVK**

“Sound Off” airs Sundays, 8 – 9:30 am, and focuses on local and national issues of interest, particularly topics relating to the greater region of East Tennessee.

### **Community Service**

#### **Cluster**

Charities that the Knoxville Citadel stations contribute to include: Children’s Hospital Radio-thon, St. Jude Children’s Hospital Radio-thon, The Dream Connection Radio-thon, Mission of Hope Drive, The Angle Tree, Coats for The Cold, Second Harvest Food Drive, Walk for the Cure, Alzheimer’s Association, Volunteer Fire Departments, Knox Area Rescue Ministries, Sertoma Center, Patricia Neal Rehab Center, Ronald McDonald House and American Heart Association.

### **Political Programming**

All Citadel Knoxville stations carry advertisements for state and local candidates. Only WIVK limits races limits. WNOX and sometimes WIVK carry debates and town hall meetings. The stations also provide free airtime during news and public affairs programming. Additionally, the stations carry free programming and paid advertising for issue advertising.

### **News and Special Emergency Programming**

The Citadel Knoxville stations do interrupt regular programming to carry extended news and emergency coverage. The stations originate the EBS Alert system for the Knoxville area. During severe weather, the stations stop regular programming for continuous coverage. If there is a National News Event, they join either Fox Network or ABC for coverage. The stations did a Florida Hurricane relief drive for the Red Cross on all four stations this year, have done tornado relief drives, Coats for the Cold Drives, 2<sup>nd</sup> Harvest Food Drives, Mission of Hope, and more.

**Local Music Initiatives**

The stations do carry music of local artist in regular programming. They also carry a weekly program called “Singer Song Writer Night” on WOKI where local artists perform live and the best performances are broadcast.

## **LOCALISM IN KOKOMO, IN**

### **News Programming**

WWKI broadcasts 3 hours of news per week, 2.5 hours of which is locally produced. The station's two staff reporters utilizes the AP and ABC wire services, as well as The Weather Channel and the Brownfield Network to obtain its news.

### **Community Programming**

"Male Call" is a daily talk show dedicated to local community interest that airs Monday – Friday, 9:30-10:30 am, and is rebroadcast at 11 pm each night. The station also airs "American Issue", which is a local public affairs show that airs Mondays and Saturdays. These shows are all locally produced, and are based on local issues, requests from community leaders, and WWKI's community ascertainment interviews.

WWKI airs PSAs that it produces locally, as well as PSAs that its obtains from civic groups and national organizations. The station airs PSAs throughout the day.

### **Community Service**

WWKI is involved in several community service events, including "We Care" each December, the Family Service Association's "Angel Walk", March of Dimes "WalkAmerica", American Cancer Society's "Relay for Life", Tipton Community Fireworks on the Fourth of July, Tipton Pork Festival, Howard County Health Fair, United Way "Taste of Kokomo", Howard County 4-H Fair, Father's Day/Sunday in the Park Car Show, Easter Howard Performing Arts Society, Family Service Association "Race the Pros", Child Abuse Prevention Month for Family Service Association, "Red Hot and Wild" chili cook-off, and the Haynes Apperson Festival.

The station also participates in the local "Crimestoppers" program, and the state Amber Alert network which includes special training for news and announcing staff.

### **Political Programming**

WWKI carries advertisements for state and local candidates for public office, and they do not limit the races for which they carry these spots; however they do limit the number of spots and the times in which those spots play. The station does not carry long-form political programming, but they do carry political debates. They also air issue advertising.

### **News and Special Emergency Programming**

WWKI has interrupted regular programming three times in the past two years. In July, 2003, they extended news coverage and interrupted regular programming multiple times during the "Hundred Year Flood." On April 20, 2004 and May 30, 2004 during tornado

outbreaks, the station extended news coverage, interrupted regular programming to bring news updates, activated the EAS several times, and aired live reports from storm spotters and Weather Channel meteorologists.

### **Local Music Initiatives**

WWKI airs music by local artists and small label/unsigned artists. The station also airs live in-studio interviews, performances, and showcases. In addition, WWKI often gives away these artists CD's as prizes on-air.

## **LOCALISM IN LAFAYETTE, LA**

### **News Programming**

#### **KXKC**

KXKC broadcasts locally produced news programming every Monday thru Friday morning. News segments last for about 30 seconds and are aired 6 times between the hours of 6:00 am and 8:30 am. News is pulled from a variety of sources including the Associated Press, KLFY.com, KATC.com, and the Daily Advertiser.

#### **KSMB**

KSMB runs 30 minutes of locally produced news programming weekly. News segments are broadcast every hour beginning at 5:50 am and ending at 8:50 am. To compile its news, the station uses sources such as FoxNews.com, KATC.com, KLFY.com, drudgereport.com, AcadianaNow.com, The Morning Advocate, and The Daily Advertiser.

#### **KNEK**

KNEK broadcasts 10 minutes of nationally syndicated news programming each week from the hours of 5:00 am to 9:00 am.

### **Community Programming**

#### **KXKC**

“Issues and Events that Effect Iberia Parish” is a locally produced, half hour show that airs weekly on Sunday Mornings. The show features recorded interviews with various speakers and addresses important issues and upcoming events.

“Around Acadiana” is aired live every Monday and Tuesday morning at 8:05 am. Each broadcast is a 2-minute segment which features events of community interest, special needs in the community and topical news generated events.

The station also locally produces public service announcements. These PSAs are aired at various times throughout the 7-day week. The station has developed PSA campaigns for local issues such as Blood Drives and Goodwill Education Programs.

#### **KRRQ**

“Holla Back” is a locally produced teen’s talk show which is broadcast Sunday evenings from 7:00 pm – 8:00 pm. The show focuses on community and high school events.

The station also develops PSA campaigns for local issues. Such issues include Bishop Services Appeal, Hunters for the Hungry, and Zydeco Food Drive. In addition, the station is actively involved with community service events.

### **KSMB**

Sunday mornings from 7:00 am – 7:30 am, KSMB airs “Acadiana Affairs,” a locally produced program which deals with public affairs issues. The subject matter is decided upon by the host of the show and the Operations Manager and reflects the issues that are of interest and concern to the local community.

Additionally, KSMB airs public service announcements which are locally produced and deal with such issues as Bishop Services Appeal, Hunters for the Hungry, Heartwalk, and Junior League of Lafayette. PSAs are aired Monday thru Friday at various times throughout the day.

### **KNEK**

“KNEK Issues” is a locally produced talk show which discusses local community service. The show is aired at 5:45 am on Saturday. Topics discussed are decided upon by the host from community affairs as well as input from the General Manager and from guests.

### **Community Service**

### **KXKC**

In the past year KXKC has participated in numerous community service events and activities. Such events include the Eggstravanzoo: Extra Candy Donations to Acadiana Outreach, Support Our Troops remotes, Tour De Life Blood Drive, Panda Palooza at St. Edwards School and Toys for Tots with USMC. Station employees have served as hosts, judges, and MCs of events for churches and civic groups. The station has also been involved with the Junior League of Lafayette Tinsel and Treasures. Employees of the station have gone to various local schools for career day events and have been involved with Reading Day for Iberia Parish Schools.

### **KRRQ**

The station also develops PSA campaigns for local issues. Such issues include Bishop Services Appeal, Hunters for the Hungry, and Zydeco Food Drive. In addition, the station is actively involved with community service events. In the past year, the station has participated in events such as Stop the Violence, Cuts for Kids, UL Welcome Back Block Party, and the Just Vote Music Festival. The station has also been involved in career days at local elementary schools and school uniform collections as well as countless other activities.

### **KSMB**

The station is also involved with numerous community service activities and events in the area. The station has helped with school uniform collection and has held various events with the University of Louisiana—Lafayette. Station employees have attended career



day festivals and conducted radio station tours. In addition, the station has been involved with Build a Bed of Books and the Annual Christmas Wish.

### **KNEK**

Everyday, the station also airs public service announcements. PSA campaigns have been developed for local issues which include Bishop Services Appeal, Hunters for the Hungry and Zydeco Food Drive. The station is also involved with various community service events. Such events include Stop the Violence Town Hall Meeting, Support Our Troops, Just Vote Music Festival and Eggstravaganzoo: Extra Candy Donations to Acadiana Outreach. The station has also worked with various local and charitable organizations. Additionally, station employees have gone to numerous career days and job fairs.

### **Political Programming**

#### **KXKC**

KXKC does not carry advertisements for state and local candidates for public office. However, they will carry paid advertising for issues so long as the sponsor is properly identified.

#### **KRRQ**

KRRQ does carry advertisements for state and local candidates for public office. The station does not limit the types of races or the number of spots available. The station also carries paid issue advertising as long as the sponsor is clearly identified.

#### **KNEK**

KNEK does carry advertisements for state and local candidates. It does not limit the races for which it is willing to carry spots. However, the station does limit the number of spots and times that are available.

### **News and Special Emergency Programming**

#### **Cluster**

In the past two years, all of the Citadel Lafayette stations have interrupted regular programming to carry extended news. Events which have prompted the stations to do this include, an Amber Alert, severe weather alert conditions, and all traffic accident information. When Hurricane Lily hit the area, the stations were involved with disaster relief. Whenever there is a blood shortage, the stations do on-air appeals.

## **Local Music Initiatives**

### **Cluster**

Each of the Citadel Lafayette stations air the music of small label/unsigned or local artists. This music is incorporated into the regular music rotation, so long as it fits the station's format. KXKC has interviewed local artists regarding CD releases and local performances.

### **KRRQ**

On Sunday nights, KRRQ has a show, "Home Grown," which showcases local artists.

## **LOCALISM IN LANSING, MI**

### **News Programming**

#### **WFMK**

WFMK broadcasts 60 minutes of locally produced news programming weekly. News segments are aired Monday thru Friday every half hour beginning at 6:00 am and ending at 8:30 am. Programming is pulled from a variety of sources including AP, Lansing State Journal, Detroit News, Detroit Free Press, WILX-TV, WLNS-TV and Michigan Radio Network.

#### **WITL-FM**

WITL-FM airs approximately 70 minutes of news programming each week. All of the news programming is locally produced and airs every half hour beginning at 5:30 am and ending at 8:30 am. Sources of news include AP, Lansing State Journal, Detroit Free Press, WILX-TV and WLNS-TV.

#### **WJIM**

Each week WJIM airs 16.7 hours of news programming. Monday thru Sunday at the top of the hour the nationally syndicated ABC News is aired, for a total of 14 hours per week. Local news is aired at the top and bottom of every hour Monday thru Friday for a total of 3 hours per week.

#### **WJIM-FM**

WJIM-FM airs a total of 80 minutes of news programming each week. All 80 minutes are locally produced and aired every half hour beginning at 5:30 am and ending at 8:30 am.

#### **WMMQ**

WMMQ broadcasts 120 minutes of local news programming weekly. These segments are aired every half hour beginning at 6:10 am and ending at 8:40 am. WMMQ pulls information from a variety of sources including AP, Lansing State Journal, Michigan Radio Network.

### **Community Programming**

#### **Cluster**

Each of the Citadel Lansing stations address a wide variety of local issues and interests. To do this, the stations rely on programs such as "Capitol Pressroom" and "In Contact." Each of these shows airs on Saturday and/or Sunday mornings. "Capital Pressroom," a

locally syndicated program, deals with political and public affairs, while “In Contact,” a locally produced program, deals with local interests and public affairs.

“In Contact” has received many compliments from the local community leaders because it is one of the only locally produced long form programs in Lansing.

### **WFMK**

In addition to the programs listed above, WFMK also airs “WFMK Listens to Lansing.” This program is a locally produced show which addressed local interests and public affairs. The program is aired Monday thru Friday at various times.

WFMK also airs locally produced PSAs and has developed PSA campaigns for local issues. These issues include School Bus Safety, St. Vincent Home for Children Capital Campaign, Angel Tree Campaign, Sparrow Foundation Golf Outing, Hike for Hospice. PSAs are aired Monday thru Sunday at various times.

### **WTIL-FM**

WTIL-FM broadcasts “Capitol Pressroom” and “In Contact,” as described above. WTIL-FM produces locally obtained PSAs such as School Bus Safety, St. Vincent Home for Children Capital Campaign, and United Way. PSAs are aired various times throughout the broadcast day, 7 days a week.

### **WJIM**

On Saturday and Sunday mornings, WJIM broadcasts the nationally produced programs “Health Journal” and “Viewpoints,” as well as the programs listed above. “Health Journal” deals with a variety of health related subjects, while “Viewpoints” deals with various issues of importance.

At various times throughout the week, WJIM airs public service announcements. These PSAs are locally produced and obtained from civic groups and national organizations. PSAs have included Adopt a Family, Volunteers of America, Memory Walk, Big Brothers/Sisters Steak and Burgers, American Heart Association Lifesavers Day, Junior Achievement Bowl-a-thon, and Biking for Kids Foundation.

### **WJIM-FM**

WJIM-FM broadcasts the locally produced “Rich Michaels in the Morning Show.” This program is aired Monday thru Friday from 5:30 am – 10:00 am and deals with various local issues.

In addition, WJIM-FM regularly broadcasts public service announcements. PSAs are locally produced and also obtained from civic groups and national organizations. The station has also been involved with many community service activities such as Thanksgiving Turkeys to the Food Bank, Adopt a Family, Congenital Heart Defect Awareness Day, Perry Schools Career Day, Ele’s Race, Summer Dance Party for Carson

City Hospital, Special Cars for Special Kids, American Diabetes Walk and Hitting Home Runs for Kids.

### **WWMQ**

WWMQ broadcasts "Capitol Pressroom" and "In Contact," as described above. WWMQ also produces local PSAs, which air Monday thru Sunday at various times. These PSAs include the annual Coats for Kids program and the St. Vincent Home for Children Golf Scramble. The Coats for Kids program raised over 10,000 coats for needy children in the Lansing area.

### **WVFN**

WVFN broadcasts "Capitol Pressroom" and "In Contact," as described above. WVFN regularly broadcasts public service announcements at various times throughout the day, 7 days a week.

### **Community Service**

#### **Cluster**

To ascertain issues of importance, Citadel management and news staff look to local leaders quarterly. Each of the stations also conducts a semi-annual Community Leader Luncheon in which issues are ascertained.

### **WFMK**

WFMK works closely with local and charitable organizations. WFMK has held a Josh Groban ticket auction for Ele's Place. It was a sponsor of the East Lansing Children's Film Festival. The station has also donated to the Precious People Preschool Auction, to "Benefit for Briana," and has donated backpacks to the Lansing School District. Many morning show interviews have been conducted with MSU Homework Help Program, Minibeast Zooseum and Education Center, Tri-County Bicycle Association Bike Safety Poster Contest and National Walk to Work Day. The station has also made live appearances at the St. Jude Dream Home. All full time air staff volunteer as hosts at multiple charitable events throughout the year. The station also donates prizes for countless school, church and charitable fundraisers.

### **WTIL-FM**

WTIL is very involved and works closely with a number of local and charitable organizations. WTIL-FM donates prizes to and makes appearances at charitable events all over the region. Recipients of prizes and merchandise from the station include, but are not limited to, American Cancer Society, Cystic Fibrosis Foundation, Meals on Wheels, Habitat For Humanity, Diabetes Research, Relay for Life and Tri-County Office on Aging.

### **WJIM**

WSJM works closely with various local and charitable organizations. These include Community Partner American Red Cross, Community Partner Burcham Hills Retirement Center, Community Partner Volunteers on America, and Community Partner Capitol United Way.

### **WJIM-FM**

WJLM has been involved with many community service activities such as Thanksgiving Turkeys to the Food Bank, Adopt a Family, Congenital Heart Defect Awareness Day, Perry Schools Career Day, Ele's Race, Summer Dance Party for Carson City Hospital, Special Cars for Special Kids, American Diabetes Walk and Hitting Home Runs for Kids. WJIM-FM has hosted many local, charitable events. The station has consulted with organizations to plan events and maximize its objectives.

### **WWMQ**

WWMQ participates in the annual Coats for Kids program and the St. Vincent Home for Children Golf Scramble. The Coats for Kids program raised over 10,000 coats for needy children in the Lansing area.

### **WVFN**

WVFN has been involved in events raising money for the Children's Miracle Network.

## **Political Programming**

### **Cluster**

The Citadel Lansing stations all carry advertisements for state and local candidates for public office. While the stations do not limit the number of spots available to candidates, the stations do limit the races for which they carry state and local spots. WJIM-AM is the only station in the market which sponsors or carries any political debates.

## **News and Special Emergency Programming**

### **WJIM**

In the past two years, regular programming has been interrupted to carry extended news. The station used ABC live coverage when Saddam Hussein was captured, during the Space Shuttle disaster, and carried debates and election night coverage.

## **Local Music Initiatives**

### **WFMK AND WITL-FM**

WFMK and WITL-FM air the music of small label/unsigned or local artists. WITL-FM has included some local artists on its weekly bluegrass program.

## **LOCALISM IN LITTLE ROCK, AR**

### **News Programming**

#### **KLAL**

KLAL broadcasts Weather reports 12 times daily during newscasts between 6 am – 12 am, Monday - Friday. News programming is locally produced. KLAL also broadcasts local traffic each morning from 6:30 - 8:30 am. The length varies from 15 seconds to one minute.

#### **KURB**

KURB broadcasts 6 daily newscasts between 6-8:30 am every weekday. Duration of each newscast is 2 minutes. Programming is locally produced and pulled from newspapers, the internet and health and family magazines.

#### **KAAY**

KAAY runs national network news with the USA network and state and local news as part of the station's Arkansas Radio Network (ARN) affiliation. Top of the hour news is done approximately seven times per day, and the ARN news runs six times per day.

#### **KARN**

KARN is a News/Talk station. The station broadcasts news and/or talk about local and national issues and specialty programming twenty-four hours a day. At the top of every hour, KARN begins with national news provided by ABC news. The station then provides local news for central Arkansas and the entire state on KARN and through the ARN. National newscasts are five minutes long, each local newscast runs about two and a half minutes in length. KARN then offers another minute of local news at the bottom of every hour. The station uses wire services, newspapers, and field reporters to compile the content. They also interview local newsmakers and use the sound from those interviews to add to the newscasts.

#### **KIRP AND KOKY**

KIRP and KOKY carry 3 local newscasts weekdays in the morning drive. These newscasts are "super targeted" to their local audience in both the Little Rock and Pine Bluff metros. They also carry the "Broadway Joe Talk" show, which is a weekly public affairs show that addresses local issues such as economic empowerment, voter registration, employment, child and health care, community and municipal changes. This program airs weekly on KOKY Thursdays at 9 am, and is re-broadcast on Saturday mornings at 6 am on KIPR. On KIPR, 92 second news updates air 3 times daily, Monday – Friday. On KOKY, 3 news updates air daily, Monday - Friday. These newscasts are based on news wire and newspaper sources, and are very locally based in content. They

often include information on important community events, such as local voter registration information, and health and job fairs.

### **Community Programming**

#### **KLAL**

“ARN Dialogue” is a 30-minute, locally produced show that airs weekly featuring local decision makers, doctors, entrepreneurs, government officials and community leaders talking about local issues, such as schools, crime, government and health.

Local government and civic leaders are invited on the Morning shows for interviews concerning local important issues, such as fundraisers, policy changes, and tax issues. KLAL’s morning show is an open forum, taking live phone calls from listeners concerning each issue. The KLAL morning show and news department employees 2 full-time individuals, and the ARN Dialogue host is a full-time employee of KARN.

KLAL obtains PSA’s through local civic groups, local government agencies, churches, and charitable organizations. KLAL produced PSA’s for “Christmas Wish”, which met the needs of the underprivileged at Christmas, and for “Bunko for Babies”, which supported Arkansas Children’s Hospital. PSA’s are aired 7 days per week, at various times throughout the day. At least 2 causes are represented each week and additional PSA’s produced nationally air during the Saturday and Sunday Night shows, from 7 pm - 12 am at an average of 3 minutes per hour.

#### **KURB**

“ARN Dialogue” is a 30-minute, locally produced show that airs weekly featuring local decision makers, doctors, entrepreneurs, government officials and community leaders talking about local issues, such as schools, crime, government, and health.

“How did 9/11 affect local Arkansans” is broadcast 9/9 and 9/10 as an open forum on the KURB Morning Show from 7-8 am. “Survivor Stories” is broadcast on 10/4, 10/5, 10/6, featuring interviews with Breast Cancer Survivors during Breast Cancer Awareness Month on the KURB Morning Show from 7-8 am.

#### **KAAY**

On Sunday mornings KAAY airs a locally produced public affairs program.

#### **KARN**

KARN airs three local talk shows on a daily basis. The first show runs from 5:30 - 9 am. The show begins with a locally generated farm report. This segment uses the newspapers, wire, and members of the Arkansas agriculture community to compile its information. This show informs local farmers about crop yields and potential threats and challenges to their harvest. The show then becomes a mixture of local and national news. Each hour there is a segment for the local newsmakers to speak. The topics discussed on



this show include education reform, road construction, and the Little Rock Zoo. From 9-11:45 am, KARN airs another local talk show. This show is a political show that deals with both local and national issues. There is a daily discussion about local issues as well as guests ranging from local teens discussing school issues with the governor. The show invites local phone callers to give their thoughts and ideas on solving local challenges. From 3-6 pm KARN airs the last of three daily local issue driven talk shows. The show deals with national and local issues. The show invites callers to give their opinions and voice their concerns on all local topics of interest. Central Arkansas traffic and weather information is broadcast every ten minutes beginning at 4 pm. At 6 pm, a local show called "Sports Rap" airs, which is a sports show that is primarily about the University of Arkansas sports program. It also discusses the high school football programs statewide and other high school seasonal sports. Callers are invited to ask questions, and the program often has players and coaches on the show. On the weekends, KARN airs locally produced shows, including a local show dealing with home air conditioning and heating questions, Janet Carson's garden show, a show dealing with child issues, and the "Sunday Digest," which gives callers the opportunity to speak with local newsmakers about the big events of the past week.

### **KIRP AND KOKY**

The "Broadway Joe Talk Show" airs Thursdays at 9 am on KOKY, and on Saturdays at 6 am on KIPR. This public affairs show airs for 1 hour, and is made up of two segments that address issues of local concern.

KIPR won the national award "Billboard Station of the Year", where community involvement was a part of the criteria. KOKY has been nominated by Gavin in 2002 and by BRE 2003 for the same award.

### **Community Service**

#### **Cluster**

The stations all participated in "KIDZ FAIR", which gave over \$50,000 back to the community by providing tickets to local charities. Whatever tickets the local charities sold for the event, they retained 100% of the money for their group or continued charitable efforts. The cost of KIDZ FAIR exceeded \$25,000.

Each staff member has a "cause" they donate time to, including: Susan G. Komen Breast Cancer Foundation, American Cancer Society, Arkansas Children's Hospital, and the Boy Scouts.

#### **KLAL**

"Bunko for Babies" was an event created as a fun way for listeners to get involved, play a fun game, and support Arkansas Children's Hospital. Over 200 women participated in the 2003 and 2004 events. The event raised over \$5000 each year. The cost in

advertising was over \$7,500 per event. The additional expense of prizes, food, chair rental, and other miscellaneous costs exceeded \$2500.

KLAL has hosted and promoted campaigns for Big Brothers/ Big Sisters, Girl Scouts of America, Redfield PTO, and Cabot PTO, the American Cancer Society, Little Rock Parks and Recreation, Arkansas Children's Hospital, Jr. Achievement, Youth Home, Centers for Youth and Families, Business after Hours, and Arkansans for a Drug Free Youth.

### **KURB**

"Stuff the Sleigh" is an event that the KURB morning show began work with to collect toys and money for children in foster care. For two weeks the morning show broadcast live and talked about the lack of Christmas spirit for children in foster care and collected cash and toys. The cost of this event was over \$5,000.

KURB has hosted and promoted campaigns for Easter Seals, the American Cancer Society, Arkansas Children's Hospital, Jr. Achievement, First Tee of Arkansas, Centers for Youth and Families, and Arkansans for a Drug Free Youth.

### **KAAY**

KAAY has worked with local and charitable organizations, including the Alzheimer's Association, the Red Cross, and the American Lung Association of Arkansas.

### **KARN**

KARN has hosted such events as the Christmas care package, Salute to the Troops, food drives, blood drives, diabetes fund drives, town hall type meetings on local issues, local debates, and family movies.

### **KIRP AND KOKY**

The "Power 92 Jammers Inc." is a charity basketball team that has traveled throughout Arkansas playing benefit games with non-profit organizations for 12 years. The Jammers have assisted several causes over the years, including Sickle Cell and the Make-A-Wish Foundation. Both stations are very active in high schools and economically challenged neighborhoods. KIPR also has a strong history of gang intervention and prevention. The Black Community Developers and Watershed Inc. have collected thousands of dollars over the past 10 years, through station events including "Blues-On-The-River", "RetroSoul", and "Juneteenth".

## **Political Programming**

### **Cluster**

All Citadel Little Rock stations carry advertisements for state and local candidates. They do not limit races or limits of spots. KARN carries debates and town hall meetings. The

stations also provide free airtime during news and public affairs programming. Additionally, the stations carry free programming and paid advertising for issue advertising. KARN also airs a program called "Ask the Governor" where listeners can call and talk to the governor about any issue.

### **News and Special Emergency Programming**

#### **Cluster**

Tornado's and severe weather are always instances where the Citadel Little Rock stations will break programming to keep the listeners informed. The stations have hosted or supported several Red Cross Blood Drives and disaster relief efforts, including gathering food and hygiene items for Arkansas Troops being sent to Iraq and Afghanistan.

Citadel Little Rock also teamed with Sonic America's Drive-In locations to take up donations for American Red Cross disaster relief related to the 9/11 tragedy. The stations rotated several different Sonic locations with live broadcasts on all stations. KIPR and KOKY have also been consistently involved in tornado relief efforts by broadcasting live annually at Christmas in support of The Watershed Inc., a "social hospital" that addresses the needs of under educated, economically challenged, at risk people in Arkansas. Through Christmas efforts, and the NTR events, Citadel Little Rock has assisted this organization with about \$250,000 over the years.

### **Local Music Initiatives**

#### **Cluster**

Citadel's music stations play local music to coincide with local events of interest like "Wild River Country Listener Appreciation Parties", "Riverfest Idol", and the Arkansas State Fair. KLAL also invites local artists to perform at station sponsored concerts and events throughout the year.

#### **KIPR AND KOKY**

KIPR airs "Local Flava", a weekly spotlight of local talent who produce BMI or ASCAP registered projects. These local artists are also often consulted by KIPR and KOKY programmers on ways to make a regional and national impact with their projects. KIPR and KOKY also annually produce the "POWER/KOKY Talent Showcase" each November. This showcase merges up and coming local acts with moderately to major impact new national acts. These showcases feature record label executives who judge and consult many of the local prospects.

## **LOCALISM IN MEMPHIS, TN**

### **News Programming**

Newsbreaks are made once per hour, Monday-Friday, 6-8 am. The live newsbreaks include both local and national news and are locally produced. The news announcers rely on television news, AP News Desk and print media for information.

### **Community Programming**

#### **Cluster**

Guests for the Public Affairs Programming are interviewed about community issues and current events. Ascertainment issues are often used in planning and developing this programming. All of the programs that Citadel Memphis air as a service to the community are locally produced. Listeners sometimes request rebroadcasts and/or request that the stations send copies of interviews to them.

The Good for Memphis Campaign was recognized as Memphis's Best Community Focused Public Affairs Program in the 2002 and 2003 A.I.R. Awards.

The General Manager, his assistant, the moderator, and a producer manage the locally produced programs. Typically, each program requires labor from the Host/Moderator, the person(s) being interviewed and a producer.

Public Service Announcements are aired on a rotating basis. The announcements are live 30-second messages voiced by an air personality. Mostly local civic groups provide them, although some are sent by national organizations. Recently, the cluster of stations was focused on the "Register to Vote" Campaign. They teamed up with various organizations including the NAACP and the Election Commission in this effort. PSAs are aired 3-4 times daily during news packages and morning show mentions and there is a minimum of one PSA mention in mid-day and afternoon day parts. PSAs run Monday through Friday 6 am-7 pm for a total of at least 30 per week.

The Memphis cluster airs several locally produced programs. WGKX airs "Conversations" Sunday nights from 11 pm -12 Midnight. WSRR airs "Focus 98" Sunday mornings from 6-7 am, and "Diverse Discussions," which airs Sunday night from 10-11 pm. WRBO airs "Diverse Discussions" Sundays from 10-11 pm. WJZN broadcasts "Inside Memphis" Sundays from 6-7 am.

### **Community Service**

Citadel Memphis also invites local community groups, including the NAACP, Watoto De Afrika-Positive Youth Development, Big Brothers Big Sisters, Memphis Crimestoppers, STAX/Soulsville Music Museum and Academy. St. Jude Children's Hospital, LeBonheur Children's Medical Center, the Memphis Public Library, Porter Leath, to use the station's meeting, conference, production, and communications centers for their business and marketing operations. These community groups are also included on a regular basis with all four-radio stations' listener targeted marketing promotions.

Community involvement is a part of the station's public affairs campaign. It includes website exposure, appearances by on-air personalities, ticket giveaways, and a high frequency of on-air mentions. The community events that Citadel Memphis has participated in include: "Bowling for Backbacks" with the Grizzlies (NBA team), "Train to End Stroke" Seminar, "LeBonheur Change Bandit", LeBonheur Radiothon, Civitan 5K, Chick-Fil-A 5K for Junior Achievement, "Family Fun Fest", Big Brothers Big Sisters, LeMoyne Owen College, St. Jude Children's Research Hospital, LeBonheur Children's Hospital, and The Food Bank.

### **Political Programming**

The Citadel Memphis stations carry advertisements for state and local candidates for public office. They do not limit the races for which they carry state and local political spots, and do not limit the number of spots or times during which they will carry such spots for each candidate. Currently, the stations do not carry long-form political programming or debates, however, they would be willing to carry these types of programs if candidates were interested. The stations also make time available for weekly community focused public affairs programs for the major political candidates. They also open their "Guest DJ" and news segments in the morning drive shows to invite the major candidates to present themselves to the stations' listeners. The stations also carry all issue advertising.

### **News and Special Emergency Programming**

The Citadel Memphis stations break into regular programming for weather and storm warnings. The stations work closely with the Memphis Chapter of the American Red Cross on disaster relief supply drives.

### **Local Music Initiatives**

Quarterly, the stations focus special programming for all four stations on local Memphis music, and the "Memphis Music that Shaped the World of Music". The stations have been involved in music competitions, student showcases from the STAX/Soulsville Music Academy, Isaac Hayes and his foundation's support of young musicians in the school, promotion and marketing on behalf of "Watoto De Afrika", airplay, concerts, marketing, and promotion on behalf of the student ensemble, "South Soul Rhythm Section".

## **LOCALISM IN MODESTO/STOCKTON, CA**

### **News Programming**

#### **KJOY**

KJOY airs 30 locally produced newscasts per week, Monday – Friday between 5:55-8:55 am. The staff reporter utilizes news sources including: AP, MetroSource, The Record, and The Codi News-Sentinel.

#### **KHOP**

KHOP broadcasts 45 minutes of news per week, Monday – Friday between 6-9 am. The two staff reporters utilize news sources including the Modesto Bee Newspaper as well as USA Today.

#### **KATM**

KATM airs news Monday – Friday from 5-9 am during their morning drive program. Their staff reporter utilizes news sources including: AP, MetroSource, Modesto Bee, and The Record.

#### **KHKK**

KHKK broadcasts approximately 3 hours of locally produced news per week, Monday – Friday from 5-9 am.

#### **KWIN/KWNN**

KWIN/KWNN airs 20 locally produced newscasts per week, Monday – Friday from 5:55-8:55 am. The staff reporter utilizes news sources including: AP, MetroSource, The Record, and The Codi News-Sentinel.

### **Community Programming**

#### **Cluster**

All stations in the Modesto/Stockton cluster air the show “The Valley”, Sundays at 6 am. This show focuses on news for the Central Valley. All stations also air PSAs that are either locally produced or obtained from civic groups, national organizations. PSAs are broadcast throughout the day on a daily basis.

#### **KHOP**

KHOP developed a PSA campaign called “Take Back the Trail” and one for breast cancer awareness.

### **KATM**

KATM developed a PSA campaign to encourage people to clean up political signs after elections.

### **Community Service**

#### **KJOY AND KESP**

KJOY and KESP participate in several community service events, including: Camp Taylor Charity Auction, and the Studs and Suds Charity Car Wash.

#### **KHOP**

KHOP participates in several community service events, including: Take Back the Trail, Camp Taylor, Breast Cancer Awareness Month, Studs and Suds Charity Car Wash, and Habitat for Humanity.

#### **KATM**

KATM participates in several community service events, including: Toys for Tots, St. Jude's Hospital Radiothon, 9/11 Anniversary to benefit families of victims, Kids Day, and Delta Blood Bank Blood Drives.

#### **KHKK**

KHKK participates in several community service events, including: "Santa Hawk", the American Heart Association's "Heart Walk", Delta Blood Bank Blood Drive, Charter House Playhouse Jamboree Auction, and the restoration of the State Theater.

#### **KWIN/KWNN**

KWIN/KWNN participate in several community service events, including: Charter House Playhouse Jamboree Auction, Kamp KWIN (partnered with Charter House), Baja Fresh American Diabetes Fund Drive, UOP Haunted House for the Boys and Girls Club and the Food Bank, and the Delta Blood Bank Blood Drive.

### **Political Programming**

#### **Cluster**

The Citadel Modesto/Stockton stations carry advertisements from state and local candidates for public office. They also carry political debates, and offer time for issue broadcasting.

### **News and Special Emergency Programming**

#### **KHOP**

KHOP has interrupted regular programming to air extended news coverage of the Scott Peterson trial, as well as for Amber Alerts.

#### **KHKK**

KHKK has interrupted regular programming to broadcast Amber Alerts.

### **Local Music Initiatives**

#### **KHOP**

KHOP airs local and unsigned artist's music 7-10 times per week, mixed in with the regular rotation. It also mentions local artist's upcoming concerts on air, as well as on the station's website.

#### **KATM**

KATM airs local and unsigned artist's music in regular rotation. The station also holds an event, the "True Value Country Showdown," which is a local talent show.

#### **KWIN/KWNN**

KWIN/KWNN air local music on a show called "Talent Tuesdays." The stations also hold events featuring local and unsigned artists, including "Summer Splash" and "Winter Jam."



## **LOCALISM IN MUNICE, IN**

### **News Programming**

WMDH (AM) and WMDH (FM) air 3 hours of locally produced news per week. The stations use a variety of newspapers including the Star Press, Herald Bulletin, The Metro Daily News, and the Courier Time to gather news. The station's reporter also uses several national and local websites as needed.

### **Community Programming**

WMDH (FM) airs a locally produced talk show, "Public Forum" which focuses on local issues and concerns, which airs Sundays at 10:30 am. WMDH (AM) also airs a locally produced talk show called "Public Forum," focusing on local issues, on Sundays at 6:30 am. The stations decide on the subjects of these shows from local newspapers and input by local non-profit organizations.

Both stations air PSAs that are nationally produced by civic groups and national organizations. The stations also came up with a PSA campaigns to prevent child abuse, support a local toy drive, and to stuff a bus with food for a local food pantry. These PSAs are aired at all hours, Monday – Sunday.

### **Community Service**

The stations have been very active in community service events. Some of the events they have participated in include: Santa Breakfast, "Bikes for Tikes", "Little Red Door Charity Breakfast" benefiting the Cancer Service of Delaware County, Toy Drive, New Castle Lions Club Home Show, Heath Fair at the Henry Country Hospital, "Minnetrista Farmer's Market, and the Red Cross "Drive for War".

The stations also support several local charitable organizations including: Salvation Army, Christian Ministries Food Bank, Little Red Door Cancer Services of Delaware County, Minnetrista Cultural Center, United Way of Delaware County, YMCA of New Castle and of Muncie, Muncie Delaware Country Visitors Bureau, Henry County Visitors Bureau, Madison County Visitors Bureau, Alzheimer's Walk, Kiwana's Simons Children's Charity, Bikes for Tikes, Health Fair for Henry County, Kid's Fair, Red Cross, Henry County Humane Society, Star Press Child's Charity, Westminster, and Rick or Treat of Henry County.

### **Political Programming**

WMDH (AM) and WMDH (FM) carry advertisements for state and local candidates for public office, and they do not limit the races for which they carry these spots; however they do limit the number of spots they play to two per hour for each candidate. The stations do not carry long-form political programming, but they do carry political debates. They also air paid issue advertising.